

CLAIMS

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1. A method in a computer system for allocating display space on a web page, the method comprising:
 - receiving multiple bids indicating a bid amount and an advertisement;
 - receiving a request to provide the web page to a user;
 - selecting, based at least in part on review of bid amounts, a received bid;
 - and
 - adding the advertisement of the selected bid to the web page.
 2. The method of claim 1 wherein the selecting of a received bid is performed after receiving of the request.
 3. The method of claim 1 wherein the selecting of the received bid is based at least in part on demographics of the user.
 4. The method of claim 1 wherein the selecting of the received bid is based at least in part on time at which the request is received.
 5. The method of claim 1 wherein the selecting of the received bid is based at least in part on category to which the web page relates.
 6. The method of claim 1 wherein the selecting of the received bid is based at least in part on a score indicating a likelihood that all the requested advertising of the bid will be placed.
 7. The method of claim 1 wherein the bid amount is based on points received for participating in a commercial transaction.

1 8. The method of claim 7 wherein the commercial transaction is an
2 auction.

1 9. The method of claim 1 wherein the bid amount is based on points
2 received for clicking through one web page to another web page.

1 10. A method in a computer system for allocating advertising space, the
2 method comprising:

3 coordinating participation of a user in a transaction;
4 allocating points to the user as a result of participation in the transaction;
5 receiving on behalf of the user a request for allocation of advertising space for
6 a number of allocated points; and

7 allocating the advertising space to the user wherein the allocated points of the
8 user is reduced by the number of allocated points.

1 11. The method of claim 10 wherein the transaction is an auction.

1 12. The method of claim 11 wherein the participation is listing of an item to
2 be auctioned.

1 13. The method of claim 11 wherein the participation is placing a bid on an
2 item.

1 14. The method of claim 11 wherein the participation is purchasing the
2 item.

1 15. The method of claim 10 wherein the participation is providing a web
2 page through which a person selects another web page.

1 16. The method of claim 10 wherein the request for allocation is placing a
2 bid specifying the number of allocated points for the advertising space.

1 17. The method of claim 10 wherein the request includes an indication of
2 demographics of persons to whom the advertising space is to be displayed.

1 18. The method of claim 10 wherein the request includes an indication of
2 time constraints for the requested advertising space.

1 19. The method of claim 10 wherein the request includes an indication of a
2 category of items with which the allocated advertising space is to be associated.

1 20. The method of claim 10 wherein the request for allocation is derived
2 from a software component that identifies an advertising strategy for the user.

1 21. The method of claim 20 wherein the advertising strategy is based at
2 least in part on access patterns of users to categories with which advertising space is
3 associated.

1 22. The method of claim 20 wherein the advertising strategy is based on at
2 least in part similarity of an item being advertised to a category with which the advertising
3 space is associated.

1 23. The method of claim 20 wherein the advertising strategy is based on at
2 least in part on whether an item being advertised competes with an item associated with the
3 advertising space.

1 24. A method in a computer system for selecting an advertisement to present
2 to a user, the method comprising:

identifying an advertisement for an item to be presented to the user;
 when an advertisement for a related item has previously been presented to the
 user, analyzing activity of the user associated with the advertisement for the related item; and
 when the analysis indicates that the user may not be interested in the item of
 the identified advertisement, identifying an advertisement for another item.

25. The method of claim 24 wherein the related item is the same item.

26. The method of claim 24 wherein the analysis indicates that the user may
 not be interested in the item of the selected advertisement, when the user did not act on
 advertisements for related items a certain number of times.

27. A method in a computer system for selecting an advertisement to present
 to a user, the method comprising:

analyzing activity of the user associated with advertisements for items that
 were previously presented to the user; and

when the analysis indicates that the user may be interested in a certain item,
 identifying an advertisement for a related item.

28. The method of claim 27 wherein the analysis indicates that the user may
 be interested in a certain item, when the user selects a link provided by the advertisement.

29. The method of claim 27 wherein the analysis indicates that the user may
 be interested in a certain item, when the user purchases the item.

30. The method of claim 27 wherein the related item is the same item in
 which the user may be interested.